
Starting a Specialty Food Business in Utah



Marketing Utah Food and Agriculture

***A COMPREHENSIVE GUIDE
FOR
UTAH SPECIALTY FOOD PROCESSORS***

Published By



**Utah State Department of Agriculture
Division of Marketing & Development**

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Getting Started

You have a terrific recipe for a unique salad dressing your family and friends have raved over for years and are now encouraging you to bottle and sell. It's true, everyone loves your secret recipe and it has made a nice gift on more than one occasion. It sounds simple - turn your labor of love into a profit! Create your own "specialty foods business."

However, do not underestimate the business and market planning that will be required in starting your new specialty food business. Below is a list of a few questions you will encounter upon deciding to enter this business: Where do I make my product commercially? What do I name my product? How do I package and label my product to appeal to my product market? How do I price my product? Where do I sell my product? Who will purchase my product? Finally, how do I expand and increase my market share?

Perhaps the most difficult and necessary question you must ask yourself...

How do I fund my new enterprise?

Don't be intimidated by this list of questions. There is an abundance of information and technical advice available to you as a budding food entrepreneur. Many successful specialty food businesses have been built in Utah in recent years from a few family-favorite recipes, quality local ingredients, and a lot of hard work. The secret to success is old-fashioned research and a commitment to quality.

This handbook will discuss the major issues involved in building a specialty food business in Utah. It will offer tips on how to avoid pitfalls and provide contacts in both the public and private sectors which may be valuable resources to you as you pursue your business.

We Are At Your Service!

The Utah State Department of Agriculture's Division of Marketing and Development offers the following services to you either for free or for a nominal charge.

Product Development and Testing

- Domestic and International Market Information
- Trade Shows
- Marketing Plan Workbook
- Promotional Events
- Workshops and Training on such topics as: Starting a business, Advanced Market Training and Personal Selling.
- Tradeshow Management
- Buyer Contacts
- One on One consultations regarding packaging, labeling, market strategies, and development of press releases.



This section will cover the basic development questions. The obvious place to begin before committing resources to purchase processing equipment or leasing space in an existing facility is to research and understand consumer preferences and trends in food marketing.

Market research suggests that today's consumer is looking for quality. Surveys of specialty food consumers suggest food manufacturers can capitalize on the consumer's desire for new and different tastes, uniqueness, freshness, and eye catching appeal.

Processing Locations



If starting small, then you may not be able to afford the investment required to construct or retrofit a FDA (Food and Drug Administration) approved processing facility. There are several other options open to you depending on your location. You might be able to rent space in a local restaurant, church, school, or community center kitchen. For a discussion on home-based kitchens, see the legal section of this handbook.

As your company grows, this arrangement may not be the most convenient for developing new products or expanding product lines. Other options worth checking into include co-packing or leasing space in a shared or cooperatively owned food processing facility.

Co-packing

Under a co-packing arrangement, you contract with an existing food processor, oftentimes located out-of-state, to manufacture and package your product using your recipe and your quality specifications. To ensure a successful product launch you will want to visit the processing facility and oversee initial production runs.

Shared Processing Facility

A shared or cooperatively owned kitchen or processing facility may offer you a range of services, from a simple lease of common kitchen space to an opportunity to invest in a production cooperative which enables members to pool equipment, packaging and input materials, product liability insurance, shipping costs, and even marketing and promotional expenses.

For information on co-packing, shared processing facilities, or other services provided by the Utah State Department of Agriculture, contact them at (801) 538-7100.

Processing Technology Made Easier



Increasing production from a single batch to commercial scale may require some modifications to your recipe and possibly the addition of stabilizers, emulsifiers and preservatives. This does not mean that your quality or taste needs to be compromised; it simply means that adjustments may be necessary.

We recommend you seek the technical advice of qualified food technologists on the safety of your ingredients, shelf life, nutritional content and toxicology. Many of your questions can be handled over the telephone, but some require laboratory analysis. There are several privately run laboratories and registered dieticians which can assist you.

Some of the product quality and safety areas that you will need to consider include:

Microbiological:

- Total bacterial count
- Staphylococcus
- Yeast and Mold
- E-coli
- Salmonella

Nutritional Content Per Serving:

- Protein
- Fiber
- Sodium
- Vitamins (A, C, B1, B2)
- Calcium
- Phosphorus
- Fat: Saturated vs. Unsaturated
- Iron
- Cholesterol

Food Processing and Laboratory Resources:

Extension Food Safety Specialist (Process Authority)

Brian A. Nummer, Ph.D.

Utah State University

Nutrition and Food Science

8700 Old Main Hill

Logan, UT 84322-8700

Phone: (435) 797-2116 Fax: (435) 797-2379

Email: briann@ext.usu.edu

Website: www.foodsafety.usu.edu

Department of Nutrition, Dietetics and Food Science

Brigham Young University

S – 221 ESC

Provo, UT 84604

Phone: (801) 422-3912 Fax: (801) 422-0258

Website: www.diet-sec@byu.edu (Search: Nutrition, Dietetics & Food Science)

Advanced Food Micro, Inc.

195 S. 3600 West

Ogden, UT 84404-8826

Phone: (801) 731-6378

National Food Laboratory, Inc.

365 No. Canyons Parkway Suite 201

Livermore, CA 94551

Phone: (925) 828-1440 Fax: (925) 243-0117

Website: www.thenfl.com

For other referrals of laboratories and food processing consultants, contact the Utah State Department of Agriculture at (801) 538-7100.

Food Processing Publications:

Food Processing - Putman Media

555 W. Pierce Rd., Suite 301 Itasca, IL 60413

Phone: (630) 467-1300

Website: www.foodprocessing.com

This site provides a directory for nationwide sources of:

- National associations
- Federal government agencies
- Architects and engineers
- Plant sites
- Food laboratories/services
- Computer software
- Ingredient suppliers
- Equipment suppliers

Food Product Design - Virgo Publishing Co.

3300 N Central Ave Suite 300 Phoenix, AZ 85012

Phone: (480) 990-1101

Website: www.foodproductdesign.com

This site offers a weekly email newsletter.

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Food Technology - Institute of Food Technologists

525 W. Van Buren, Suite 1000 Chicago, IL 60607

Phone: (312) 782-8424

Website: www.ift.org

This site offers newsletters and special reports.

Prepared Foods

1050 IL. Route 83, Suite 200 Bensenville, IL 60106

Phone: (630) 694-4353

Website: www.preparedfoods.com

This site offers a nationwide directory of suppliers for:

- Equipment
- Ingredients
- Packaging materials
- Instruments
- Sanitation and maintenance
- Service and supplies



Legal Issues

Health Licenses

In most cases, you are not permitted to manufacture your food product in your home kitchen unless it is completely separate from your family living space and is not used for home food preparation. Your commercial kitchen will need to meet minimum requirements spelled out in the *State of Utah's Food Compliance Regulations*: www.ag.utah.gov (search regulatory services), which governs sanitation standards for food establishments. Under the *Utah Cottage Food Production Rule (R070-560)* there are products which may be processed in an approved home kitchen. Contact Department of Agriculture Regulatory Services for more information.

Under the Utah Department of Agriculture's Utah Code and Administrative Rules relating to food safety and compliance, you must submit a written application for a food establishment license on forms provided by *your* local health district. Keep in mind, there are twelve regional health department districts within Utah. This process will license the operator, who is the actual food processor *only* – that's you. Therefore, if you are using a facility that is already approved, you also will have to obtain a license for your personal business within your city or county. The *district's environmental health official must review and approve* your processing facility plans prior to retrofit and/or construction. A final inspection will be made prior to licensing. Some of the areas that will be covered in this plan review and on-site inspection include the following:

- Site plan, floor plan and mechanical plan
- Construction materials for floors, walls and ceiling

- Plumbing: Separate sink for worker sanitation
- Processing equipment and food safety and sanitation training
- Quality control checks
- Packaging and labeling
- 3-compartment sinks for equipment clean-up
- Source and storage of ingredients including processing steps

Mandatory Supervisor Training



During food processing, at least one employee must be trained in food safety and sanitation and on duty during the food preparation. All food workers must also receive specified training in their area of responsibility. For more information regarding various training options, contact your nearest district health office.

Food and Drug Administration Regulations



The U.S. Food and Drug Administration also regulates food manufacturers that are selling food products in interstate commerce or receiving ingredients through interstate shipment. For small sized food processors, which do not have a significant percentage of interstate sales, the FDA will contract with the State Health and Welfare Department (health districts) to inspect these facilities. To determine whether your company will fall under the FDA's jurisdiction, we recommend you contact your District Health Department. In addition, if a processor is manufacturing an acidified food product such as salsa or pickles, FDA requires the manufacturer to complete the Better Process Control School class. Contact your local district health department for more information.

US Department of Agriculture (USDA) Regulations



If a product contains three percent or more meat products, the processor will be under USDA jurisdiction. Contact District 15 of the USDA Food Safety Inspection Service at (303) 236-9800 or by mail at P.O. Box 25387 Building 45, Denver, CO 80225 for information on plant operations, inspections and other related information.

When developing a label for food products that contain three percent or more meat, your label may need to be approved by the USDA, Food Safety and Inspection Service (FSIS) through their Labeling and Additives Policy Division (LAPD). The distinctions are listed as follows:

Label Approval Not Necessary (Generic Label Approval):

- If the label is for a ***single ingredient amenable product*** that bears no special claims, nutrition facts, organic certification, guarantees, foreign language, or animal production claims, it is a generic approval.
- If the label is for an amenable multi-ingredient product that bears no special claims, nutrition facts, organic certification, guarantees, foreign language, or animal production claims, the label can either be a generic approval or submitted to the Labeling Compliance Team (LCT) attached to a label application form.
- If your product qualifies for a Generic Approval Label, you do NOT have to submit your label to FSIS LAPD for approval. However, you must comply with the standards set forth by FSIS LAPD, which are outlined on the internet at www.fsis.usda.gov (Search Regulations)
- For more information, contact Department of Regulatory Services at Utah State Department of Agriculture.

Label Approval Necessary:

For any product that does not fit either of the above definitions, the label and an application form must be submitted to the LAPD for approval. Small processors can fax submissions of labels for evaluation, and in a documented emergency situation, labels can be evaluated the same day they are submitted. In addition, procedures have been initiated whereby small businesses who get back labels evaluated by the label evaluation staff, and who have questions about the labels, can arrange a phone consultation with the labeling staff member who performed the label review. Contact the FSIS Label Approval Policy Division (LAPD) office at (202) 205-0279.

Quality Control

Performing what is termed “hazard analysis at critical control points,” (HACCP) is a widely accepted quality control process.

It is required for all types of food manufacturers. There are a few key definitions to keep in mind as you begin this process:

Hazard - an unacceptable contamination, survival or growth of micro-organisms of concern to safety, spoilage, or toxins in the food product.

Critical control point - an operation (practice, procedure, process or location) or a step in an operation, at or by which a preventive measure can be exercised that will eliminate, prevent, or minimize a hazard.

Critical Limits - criterion that separate what is considered acceptable to what is unacceptable.



There are seven basic steps to consider in implementing this type of quality control system:



1. Diagram the process flow for each food or group of related foods being processed.
2. Evaluate the hazards associated with each point in the diagram.
3. Identify those points that are critical to product safety.
4. Determine the controls needed to manage the hazards.
5. Establish critical limits for each control measure.
6. Educate employees on how to properly follow control procedures.
7. Do not deviate from the plan unless the preceding steps are again followed with the new plan.

Resources:

Food Safety Information:

Website: www.foodsafety.gov

Website: www.cdc.gov/foodsafety

Food and Drug Administration

U.S. Food and Drug Administration ·

10903 New Hampshire Ave.

Silver Spring, MD 20903 ·

Phone: 1-888-INFO-FDA (1-888-463-6332)

Website: www.fda.gov

Utah Department of Health & Welfare/ Food Protection Program

Cannon Health Building

288 North 1460 West

Salt Lake City, UT

Phone: (801) 538-6003

Website: www.health.utah.gov

Utah Health District Offices:

Bear River Health Department

(Box Elder, Cache, Rich Counties)

Phone: (435) 792-6500

Website: www.brhd.org

Central Utah Health Department

(Juab, Millard, Piute, Sevier, Wayne, Sanpete Counties)

Phone: (435) 896-5451

Website: www.centralutahpublichealth.com

Davis County Health Department

Phone: (801) 451-3340

Website: www.co.davis.ut.us/health

Salt Lake Valley Health Department

Phone: (801) 468-2700

Website: www.slvhealth.org

Southeastern Utah District Health Department

(Carbon, Emery, Grand, San Juan Counties)

Phone: (435) 637-3671

Website: www.southeastuthealth.org

Southwest Utah District Health Department

(Garfield, Iron, Kane, Washington, Beaver Counties)

Phone: (435) 986-2540

Website: www.swuhealth.org

Summit County Health Department

Phone: (435) 336-3222

Website: www.summitcountyhealth.org

Tooele County Health Department

Phone: (435) 277-2300

Tri-County District Health Department

(Daggett, Duchesne, Uinta Counties)

Phone: (435) 781-5475

Website: www.tricountyhealth.com

Utah County Health Department

Phone: (801) 851-7000

Website: www.co.utah.ut.us (Search Health)

Wasatch County Health Department

Phone: (435) 654-2700

Website: www.co.wasatch.ut.us/health

Weber-Morgan Health Department

Phone: (801) 399-7100

Website: www.webermorganhealth.org

Taxation



Taxpayer Identification Number

Businesses organized as a partnership, a corporation, or a sole proprietor with employees or excise tax requirements, must obtain an Employer Identification Number known as an “EIN” number. This number is necessary when you file business returns. It is also used to obtain your state tax identification number. To obtain an EIN number for your own business, simply call the IRS at 1-800-829-4933 to receive your EIN number over the telephone. You may also apply online at www.irs.gov and have your number emailed directly to you. If you prefer personal assistance, there is a local IRS office located in Ogden (801) 625-5583 or SLC (801) 799-6963 .

Sales Tax Collections

As an Utah food manufacturer, you are required to collect sales tax. You will use your EIN or SS number to receive a state tax identification number from the Utah State Tax Commission needed to file your sales tax. If selling goods for resale to a distributor, wholesaler or retailer, however, the buyer may be exempt from paying sales tax. In this case, you must complete a "Sales Tax Resale of Exemption Certificate" for *every* buyer who makes tax exempt purchases. This form only needs to be completed once.

The seller must then keep the form on file. For audit purposes, keep all of your tax forms for a three-year period. For more information on sales tax regulations and forms, contact the Utah State Tax Commission (801) 297-2200 www.tax.utah.gov. You may also see the Official Website for the State of Utah for all your start up business questions at www.utah.gov.

Other Local Permits and Regulations

We encourage you to investigate other local permits and regulations that may be required by your city, county, or State of Utah. These may include but are not limited to the following:

- Building and Zoning Permits
- Sewer Hookup Permits
- Property Taxes
- Commercial and Chauffeur Vehicle Licenses
- Business and Professional Licenses
- Wholesale License
- State Permits or Business License

Insurance

In setting up any kind of business you will need to consider several types of insurance coverage, including:

- General business liability
- Interruption and specific time element coverage
- Property/professional loss

For a food business, you must invest in “product liability insurance.” Distributors and major retail chains will require their suppliers to be covered by several hundred thousand to two, or even three million dollars worth of coverage and will specify the insurance certificate name them as an additional insured party. For questions contact the Utah Insurance Department at (801)-538-3800 or www.insurance.utah.gov. Also, for small businesses, the National Association of Insurance Commissioners provides useful information online at www.insureuonline.org.

Trademarks

A trademark is a legal claim to the exclusive right to use a particular logo, name or other mark. The actual right is acquired by virtue of the usage of the mark in trade; registration merely puts the public on notice of the owner's claim to the exclusive right. To be registered, a mark must not be generic - it must have an element of fancifulness, uniqueness, arbitrariness, or distinctiveness. You may conduct a trademark search at www.uspto.gov in order to determine if your idea is currently in use.

Although not mandatory, trademarks may be registered under state law and, if used in interstate commerce, under federal law also. To obtain a federal trademark application, contact the U.S. Department of Commerce, Patent and Trademark Office at 1-800-786-9199 for a 24 hour helpline or view their website: www.uspto.gov.

Universal Product Code

The Universal Product Code or UPC is an eleven-digit numeric code used to identify a retail consumer package. The UPC symbol is read by electronic scanners at the checkout stands in most major retail stores, allowing for ease in checkout, accurate pricing, and collection of sales data.

Participation in this electronic coding system is voluntary, however, most major retailers require their suppliers to use the UPC on products carried in their stores. For more information about UPC, you may view a web seminar that includes presentation slides which can be printed for your records. Simply contact the United Nations Standard Products and Services Code on their website: www.unspsc.org. Acquiring a UPC for your product usually requires membership in an organization that provides the codes: For more information on membership details and costs contact:

GS1 Barcodes and e Com

Phone: (937) 435-3870

Website: www.barcodes.gs1us.org

Email: info@gs1us.org



Labeling Information Resources:

Government Bookstore

U.S. Government Printing Office

732 N Capitol Street NW Washington, D.C. 20401

Phone: (202) 512-0000

Website: www.bookstore.gpo.gov

For a complete explanation of federal labeling laws and good manufacturing practices, the following publications are available from the Government Bookstore.

1. Title 21, CFR (Code of Federal Regulations) Parts 100-169

2. A Food Labeling Guide www.cfsan.fda.gov

To speak with someone regarding your labeling questions contact:

Food and Drug Administration (FDA)

Denver District FDA Office

P.O. Box 25087

Denver, CO 80225

Phone: (303) 236-3000

Website: www.fda.gov

Marketing

Marketing is the overall process of meeting customer needs. It is more than selling. It involves the development of a product that consumers want to purchase and then communicating the product's existence to purchasers. The elements of marketing are frequently referred to as the “Four P’s”: Product, Price, Place (Distribution), and Promotion.

Marketing decisions are directly influenced by customers and competitors. The customer is your *number one priority*. Success hinges on the customer's initial and repeat purchases. In order to market a product, you must analyze your customers according to their needs, the price they’re willing to pay and the best place for them to purchase your product.

You cannot be all things to all people. The advantage of being involved in the specialty food business is the unique nature and variety of products. Unique specialty products appeal to unique customer segments. Therefore, do not try to sell your product to everyone. The particular group of customers your product is designed for is your “niche.”

You can begin to determine your customer niche by listing the demographic characteristics of your potential customers. Demographics can include such things as: residence, age, income, education, type of employment, number of children and gender.

The Customer

Further describe your customers by looking at their psychographic characteristics and purchasing behaviors. This includes paying attention to their lifestyle, hobbies, attitudes, where they shop, and what type of media they interact with most - magazines, newspapers, or the internet.

Positioning

The term *lifestyle* refers to how people spend their free time. Do they entertain guests at home, have a preference for formal concerts, prefer whole wheat bread over white, exercise regularly, etc. *Attitude* includes a person's commitment to health foods, concern for the environment, political views, price sensitivity, etc. By further understanding the characteristics of your customers, you can appeal to their tastes and preferences and learn how to reach them.

This type of information can be gathered in the following ways:

- National publications which print statistics and trends regularly
- Direct mail questionnaires
- Response cards included in a food package, etc.

Once you have defined your market segment, this will allow you to concentrate your distribution and promotional efforts to those customers most likely to make a purchase. Furthermore, you can adjust your product, packaging and image to more fully meet their needs.

Competitor Analysis



To determine your “niche” in the marketplace, thoroughly examine competitors in your product category. Small food producers cannot compete head to head with large manufacturers. Further, it is difficult to compete by copying an established product, even in the specialty foods industry. By looking at the competition, you can determine what you can do to more effectively meet the needs of your customers.

Ask yourself - Is there a need for a better tasting product or one with an improved consistency or texture? Can you improve the packaging or offer the product at a lower price? Are competitors neglecting a market segment?



Positioning

Positioning a product means creating an image for the product in the mind of the consumer. There is a great opportunity for specialty food producers to create an image that appeals to their target market. Specialty and gourmet food purchases are influenced more by emotion and image than mainstream grocery products.

Once again, select how you prefer to position your product after analyzing your customers and competitors. Products can be positioned as:

- Superior quality
- Choice of discriminating chefs
- Goodness of homemade
- Country flavor
- Upscale appeal
- Made with local ingredients

Organic Certification

According to the Organic Trade Association, the demand for organic products has grown at a record 21% per year and has nearly tripled in sales since 1997. This has led to the creation of “niche” markets for vegetables, fruits, grains, and the processed food industry as well. The label “Organic” has become a value-added element of many specialty food products. The Organic Food Protection Act of 1990 requires that all products marketed as organic must be certified. The guidelines for organic processors limit the use of the organic label to products that are 95% certified organic. Products with 70% to 95% organic ingredients may be labeled “made with organic ingredients.” Any product with less than 70% organic ingredients may only say organic in the ingredients list.

The Utah State Department of Agriculture regulates and registers organic producers, handlers and processors in the State of Utah. For additional information on registering as an organic processor or grower, contact the Utah State Department of Agriculture at (801) 538-7100.



Kosher Certification



Any food product can qualify for Kosher certification if it does not violate Jewish dietary rules. A sample of these rules include:

- No mixing of dairy and meat products
- No shellfish
- No cloven hoof
- Equipment that has been used for a dairy or meat product must be sanitized properly before using to process other products.
- The production must be verified by a Kosher monitoring agency or an Orthodox Jewish Rabbi.

There are fifty national certification agencies that can provide Kosher certification. You may consider contacting OU Kosher in New York online at www.oukosher.org, or by phone: (212) 563-4000 for more information.

Packaging Helps Sell Your Product!

Packaging and Labeling

In the food industry, packaging is as important as the product inside the container. There are several factors to consider when designing a food package and in selecting the appropriate container. Here are some key questions to ask yourself:

1. Does it describe and enhance your product?
2. Does it establish your “brand”?
3. Does it tell the consumer what company made or packaged the product?
4. Does it set your product apart from the competition and establish a niche in the marketplace?
5. Will it appeal to your target consumers?
6. Does it conform to federal and state laws?



Product Containers

There are a variety of containers to select from: glass, plastic, cellophane, paper, cardboard, wood and metal canisters. The type you select will depend on many variables, but at a minimum should protect your product from contamination and should enhance its best selling features.

Avoid odd sized containers when first getting started. As a general rule your container should fit and stack on standard store shelves. The selling price that best fits your market will influence the size of your container. For example, a smaller container (8 ounce jar) will likely sell faster than a larger size (16 ounce), resulting in faster repeat sales.

MacRae's Blue Book is an industrial directory that can assist you in locating companies that specialize in food containers and service your particular state. You may reach them via their website: www.macraesbluebook.com.

Tamper Resistant

Many retailers insist the food products carried in their stores are tamper resistant. These can be simple ribbons, seals, or bows that can be integrated quite attractively into your package and label design. When broken, these items indicate the package has been opened.

Labeling

Design and Printing

There are several factors to consider, based on your production budget:

- Original artwork or simple printing
- Standard or custom dies with one, two, three or even four colors
- Glue or pressure sensitive labels

The primary goal should be to limit initial production costs. One way to do that is to start with relatively simple and readily available stock items. Avoid ordering thousands of jars and labels, even if you are tempted by the volume discounts, until you are certain you have found the right look. There are several good graphic design companies available in Utah.

Labeling

To help minimize mistakes and avoid having products pulled from the market place, it is essential for producers to take a close look at federal label requirements. There are at least three federal laws that ensure food products are properly labeled and packaged. Those laws include, The Food Drug and Cosmetic Act, Fair Packaging and Labeling Act, and the Nutrition Label and Education Act of 1990.

The Food and Drug Administration (FDA) is the primary agency charged with enforcing these laws. Also, officers of the State Bureau of Weights and Measures (under the Utah State Department of Agriculture) are charged with inspecting improperly labeled quantity claims. Producers should contact these agencies to request a free label review and use them as resources.

If you will be involved in interstate commerce, such information as the statement of product identity, net quantity, an ingredient list, the name and place of business, as well as nutritional information is required to be placed on the label. The FDA details all of the requirements for food labels on their website: www.cfsan.fda.gov/

Principal Display Panel of the Food Container

Certain required statements must be placed on what is called the Principal Display Panel or PDP. The PDP portion of the label is the area most likely to be seen by the consumer at the time of purchase. For food products standing on a shelf, the PDP is typically the front panel. For those products stacked in a refrigerated case, the PDP is usually the top panel. Statements required on the principal display panel include product identity or name of the food and net quantity or amount of the product. Again, refer to the FDA website: www.cfsan.fda.gov/.



Statement of Product Identity

Product identity is the truthful or common name of the product. An identity statement consists of the name of the food and should appear in prominent print or type. The type size should be at least one half of the size of the largest print appearing on the Principal Display Panel (PDP.)

Common or usual names such as "raspberry jam" or "bean soup" should be used. A descriptive or fanciful name is permitted if the nature of the food is obvious but should not be misleading. If the food is subject to a standard of identity it must bear the name specified in the standard of identity (example: dairy products). A description of the form of the food must be used if the food is sold in different forms such as sliced or un-sliced, whole, halves, etc.

Statement of Net Quantity

Net quantity or amount should be distinctly displayed on the bottom one third of the label on the Principal Display Panel, in one line or several lines parallel with the base of the container. Select a print style that is prominent and easy to read. Letters cannot be more than 3 times as high as they are wide and lettering must contrast sufficiently with the background to be easy to read. Minimum type size should be determined by the total area of the Principal Display Panel (PDP).



The following guidelines apply:

Type size	Area of the PDP
1/16 inch	5 sq. inches or less
1/8 inch	more than 5 but less than 25 sq. inches
3/16 inch	more than 25 but less than 100 sq. inches
1/4 inch	more than 100 but less than 400 sq. inches
1/2 inch	more than 400 sq. inches

Only the weight of the food, not the container and wrapping, should be calculated in the net quantity. To determine net weight you subtract the average weight of the empty container including lid, wrappers and packing materials, from the average weight of the container when filled. Net weight should include all ingredients, including water or syrup used in packing the food.

Net weights must be stated in *both* units of the U.S. Customary System (inch/pound) and Metric measure (meter/gram). Dual declaration in both ounces and the largest whole unit (pounds/ounces or quarts/ounces) is optional. Keep in mind that dry and liquid products are measured differently. Dry products are measured in ounces and grams. Liquid products are measured in fluid ounces and milliliters.

When making conversions to metric measure, use the following formula and round the decimals *down* to prevent overstating the contents:

$$1 \text{ oz.} = 28.3495 \text{ g.}$$

Examples of proper labeling:

Net wt 15 oz (425 g) and Net contents 16 oz (1 lb) (453 g)

Net wt 1 lb 8 oz (680 g) or Net wt 1.5 lb (680 g)

Information Panel



It is not necessary for all required information to be on the "front" of the Principal Display Panel. The ingredient list along with name and place of business may appear on the information panel. This panel is the side to the right of the PDP. If, due to the package shape there is no room immediately to the right of the PDP, for example, it's flat like a chocolate bar, then the information panel may be on the back of the package.

Ingredient List



Ingredients must be listed in descending order of predominance by weight in type size at least 1/16th inch in height.

Always list the common or usual name rather than the scientific name. Added water is considered to be an ingredient and must be identified.

Approved chemical preservatives must be listed, using *both the common name and a statement specifying the ingredient is a preservative*. The exact function of the preservative may also be included. Incidental additives that have no function or technical effect in the finished product need not be declared. Approved artificial food colors must also be stated by name. The *only* ingredient where the words "and/or" can be used is oils.

All components of ingredients must be specifically listed with the exception of spices and natural flavors which can be declared by their common name or simply by "spices" or "natural flavors".

Name and Place of Business

The name and place of business of the manufacturer, packer or distributor must appear next to the ingredients statement in type size at least 1/16th inch high. The street address must appear unless it can be readily found in some public document such as a telephone book or city directory.

Nutritional Labeling and Education Act– NLEA


Nutritional information is required on all food products with the following exceptions:

- Restaurant and deli foods
- Infant formula
- Medical foods
- Bulk foods intended for repackaging
- Foods that contain insignificant amounts of nutrients, such as spice blends and coffee
- Low-volume products bearing no nutritional claims

Low-volume food products processed by small businesses may be exempted from nutritional labeling requirements, if they meet all of the following criteria:



1. The product provides no nutrition information and makes no defined health claims.
2. The firm claiming the exemption has less than the equivalent of 100 full-time employees.
3. During the previous 12 months, less than 100,000 units were sold or it is anticipated that less than 100,000 units will be sold during the period for which an exemption is claimed.
4. The exemption must be claimed prior to the period for which it is to apply.
5. If, after filing an exemption, either the number of employees or volume of product sold annually increase and your exempt status is lost, then you would have 18 months to bring your label into compliance with the nutrition labeling requirements.



For each product, the company must apply to FDA annually to obtain a small business exemption if the above criteria are met. If your company employs less than ten full-time employees and the product has sales of less than 10,000 units per year, you do NOT have to file for the exemption. If the exemption does apply to you, be sure to contact the Food and Drug Administration (FDA) to obtain a Small Business Food Labeling Exemption form. Phone: (301) 436-2371 or via the web at: www.cfsan.fda.gov

If nutritional information is provided, it must follow a defined format and include specified nutrients. The nutritional panel may vary according to the size of the package. Foods sold in very small packaging (less than 12 square inches of total available labeling space) may omit the nutritional label but must include a statement and address where nutrition information can be obtained.

Nutritional Claims

If a nutrient content claim is made, such as "low fat" or "reduced calories", a nutritional panel is required to support that claim, regardless of product sales volume. Terms used on the label such as; Healthy, Free, Less, High, More, Low, Good Source, Light, Reduced, Fewer, Lean, and Extra Lean must meet FDA definitions.

No statements or symbols are allowed to imply unauthorized nutrient claims. This includes heart vignettes that may imply "healthy," unless the vignette is clearly used in another context.

Nutrition labeling on retail bulk foods is also required. Prominently displayed nutritional information on raw fruits, vegetables and seafood at the point of sale is voluntary.



An image is created through the use of the *Four P's* previously mentioned, the product itself, package design, promotional literature, price and placement of distribution outlets. Each of your marketing decisions in these areas must be consistent with the position you are trying to achieve. For instance, positioning your product as the “choice of discriminating chefs” but trying to place it on every retail shelf in the Northwest rather than distributing through only the finest gourmet specialty stores may be contradictory.

Product



Today's consumer has many food choices. To succeed in the food industry, *any new product must offer a significant advantage over existing products*. Small producers succeed through providing a product that is somehow different than the leading brands in a product category. These differences may include but are not limited to the following:

- Better taste
- Improved packaging
- Gourmet Image
- Lower Price
- Exotic origin
- Unusual Use
- Hand-made
- Greater Convenience
- Increased freshness
- Improved consistency
- Fat Free
- Health Benefits
- All Natural
- Locally Made, Hometown Pride

Product decisions also include presentation, such as packaging and labeling. Even though labels require specific placement and information to meet FDA regulations, your label can still be eye-appealing.

Price

The specialty food industry uses profit margins to develop prices. With this pricing strategy, the selling price less the profit margin equals the cost.

Determining your costs can be complicated. Costs include ingredients, processing, packaging, labeling, marketing, shipping, trade allowances, insurance, administration, overhead, and debt. Costs will be split up for each product as your product line expands.

You begin the pricing process by determining the selling price *at the consumer level*. Like your other marketing decisions, your price must be consistent with your overall marketing strategy. Use competitor's prices as a starting point to ensure you are in the same price range.

Next, subtract the retailer and distributor margins. Most retailers in the specialty food industry use a margin of 40%. Distributor margins are generally a minimum of 25%. Broker fees are usually deducted from the profit margin and range from 5 to 15% depending upon the type of broker used.



Example: Retail selling price of \$5.00, manufacturing cost of \$1.40,
and shipping costs of \$.05 per unit:

Retail Level:

Retail selling price: (P)	\$5.00
Retailer's margin: (M)	40%
Retailer's Cost/unit (C)	C

Formula: $P = C / (1.00 - M)$

C=\$3.00 (purchase price of \$2.95 + \$.05 cents shipping & handling)

Distributor Level:

Distributor selling price: (P)	\$2.95
Distributor's margin: (M)	20%
Distributor's cost: (C)	C

Formula: $P = C / (1.00 - M)$

C=\$2.36 (purchase price of \$2.31 + \$.05 shipping & handling)

Processor Level:

Processor selling price: (P)	\$2.31
Processor's margin: (M)	M
Processor's cost: (C)	\$1.40

Formula: $P = C / (1.00 - M)$

M=39%

Remember, broker commissions generally come out of the profit margin and are not included in the cost amount. Thus, any broker commissions must be deducted from this 39% gross profit margin.

Is this margin acceptable? If not, the price to the consumer will need to be changed or your costs need to be reduced. Keep in mind, that there are limits to the price you can charge for a product without encountering stiff consumer resistance. The same is true of the low end. If a product is priced too low, consumers may perceive it is lower quality.

Although some Utah specialty food producers do not have distributor services, distributor margins should be included in your original pricing. As you grow and add distributors, you will not want your buyers to experience significant price increases.

In addition, there are “price-points” where small changes in price can have a significant effect on sales. These price points are just below the even dollar amount. If your retail price is \$5.07 you may want to consider lowering it to \$4.99 or \$4.95 to create more favorable consumer perception of the price.

Placement



Product placement refers to where your target customer will ultimately purchase the product. There are several options available to specialty food producers regarding placement:

- Direct from the manufacturer
- Retail stores
- Food service

Direct from Manufacturer

Sales made directly to the customer include purchases at consumer fairs, holiday fairs, farmers markets, direct mail orders, etc. With direct sales, the manufacturer has control over pricing, customer service and presentation.

Retail Stores

There are a variety of different retail outlets to consider. Each one caters to a different type of patron. Such outlets may include; gift stores, specialty food stores, and general food stores.

Gift stores range from floral shops to kitchenware retailers, hotel souvenir shops and the local Hallmark store. Kitchenware stores can be excellent outlets for specialty foods being used in food preparation such as baking mixes and sauces. Floral shops, on the other hand, may be better suited for ready-to-eat foods such as chocolates and beverages. General merchandise gift stores may require very elegantly packaged and exotic items. Souvenir shops are better for the "unique, locally made" foods.

Specialty food stores target food buyers. Products only have to compete with other similar food items, unlike the gift store where food items also compete with flowers, crafts and jewelry. Retail specialty food stores have one great advantage - they are often targeted to *specific* food buyers. There are health food stores, organic food stores, gourmet stores, ethnic stores (Italian, etc.) and others, each with a different customer base.

General food stores are suitable for those processors pursuing a lower price, higher volume strategy. General food store customers are often more price sensitive than specialty food store customers. Thus, price must be more competitive and advertising more extensive in order to move the product. Obvious challenges in grocery retail distribution include slotting and failure fees, retail shelf space and capacity.

Slotting Allowance

Grocery retailers are faced with limited shelf space and thousands of new food product introductions annually. Slotting fees are charges to processors of new products to cover the costs of adding the new product to the shelf. Slotting fees were initially introduced to cover the expense of introducing new products and then removing the many failures. The use of slotting fees varies considerably by retailer.

In some cases it is impossible to avoid paying slotting allowances for the introduction of your product. However, to help decrease the cost of slotting allowances, put careful thought into your product strategy. Build a track record. Begin by selling to independent grocery stores rather than chain stores. Develop a product that consumers want, create product awareness as well as demand, and support the product once it is on the shelf. Retailers are less likely to discourage a product through high slotting fees if they believe the product will succeed.

Merchandising and Retail Shelf Placement

Even in a gourmet retail store, your product will be surrounded by other products competing for the buyer's attention. In addition to creative packaging and labeling, increased attention can be achieved through planned merchandising.

Products placed at eye level or slightly below receive more attention than those placed below the knee or high on a shelf. Products placed on the end of an aisle or near the check out counter also receive more attention.

More “shelf facings” dedicated to a product increase the exposure. For example, one package width of product easily gets lost in the crowd, whereas one dozen rows of product are much more noticeable. Convincing a retailer to increase the shelf facings of your product can be difficult. You may need to consider expanding your product line to reach this objective.

Food Service

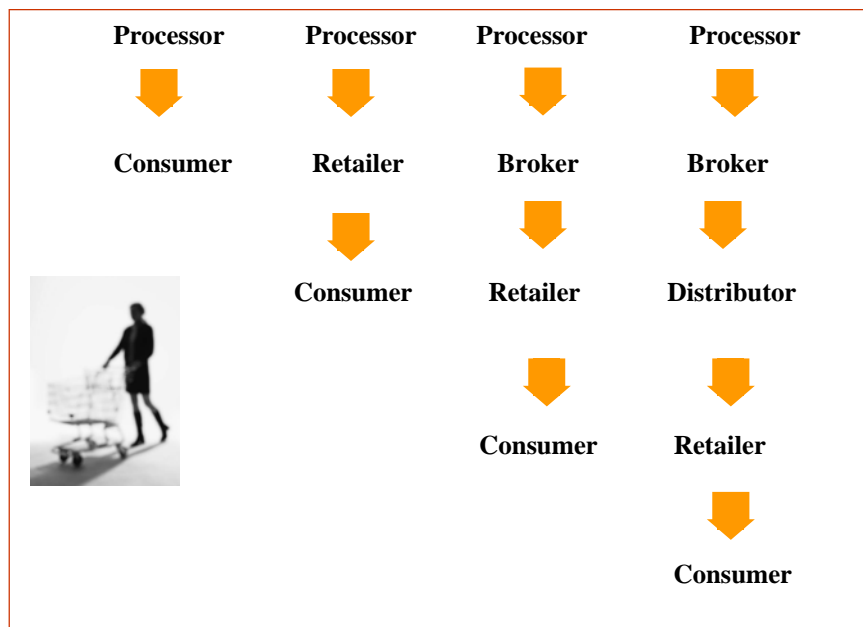


There is a market for gourmet specialty foods within food service companies. Although the traditional food service outlets such as schools, fast food restaurants and hospitals are not buyers of more expensive gourmet foods, upscale restaurants are. Food service can be a primary sales strategy or a useful sampling strategy for gaining consumer awareness. Your choice of an outlet depends upon the buying patterns of your particular target markets.

Distribution Methods



Once you have determined where you want your product to be available for purchase, then you can select the most effective channel of distribution. Your decision will be influenced by your capability, volume, marketing support and target market. The various distribution channels are:



When selling direct, the processor has the greatest control over customer service, price, shelf placement, and display. In general, as the number of intermediaries increases the sales volume increases as well.

Initially, in order to distribute through a retail outlet, it may be necessary for the processor to sell directly to a local retailer. Attracting the attention and support of distributors and brokers can be difficult. As you build a successful track record at the local retail level, your chances of securing a broker and expanding sales volume should improve. However, some retailers will not accept direct "back door" deliveries and will require the use of a broker or distributor. Determine the policies of potential retailers before approaching them with your product.

Brokers - Brokers or sales representatives (in this industry, the two are the same) are commissioned salespeople who sell your product to the trade market. Brokers represent a number of different product lines and do not purchase the products they sell. Commissions range from 5-15% depending upon the market serviced.

Experienced brokers have access to buyers that most processors lack. They are very useful for expanding sales beyond the local market.

Distributors - Distributors actually purchase your products and then sell them to retailers and other distributors. They may use brokers in addition to their own sales force. Distributors offer greater sales potential due to their established relationships with multiple retailers.

Shipping and Billing - Most specialty food companies do not pay shipping costs and quote their prices undelivered. When shipping costs are the responsibility of the buyer, processors can avoid the headache of tracking the varying shipping rates for different destinations.

The terms used in quoting prices are F.O.B. (city of warehouse) and F.O.B. (city of destination). F.O.B. stands for Free On Board. With F.O.B. (warehouse), the buyer takes title to the merchandise the moment it leaves the warehouse and is responsible for the shipping charges. With F.O.B. (destination), the buyer does not take title of the product until it reaches their destination and the seller pays for the shipping.

For example, if the warehouse is in Nampa, ID and the buyer is in Seattle, WA, prices quoted F.O.B. (Nampa) indicate the buyer pays the shipping charges. For prices quoted F.O.B. (Seattle), the seller pays the freight.

After determining who will pay the shipping charges, method of transportation and method of payment must be selected. Specialty food products that are shipped in lower quantities are typically transported by ground transportation such as UPS or FedEx. They may also be made by airmail and truck.

Alternative methods of payment include:

- Pre-paid
- C.O.D. (Cash on Delivery)
- 30 day or 60 day account

Evaluating Distribution Alternatives



I. Analyze Your Market

Many distributors and brokers specialize and develop a niche within the industry. Select those that reach the retailer you want.

II. Evaluate Special Deals

Most retailers and distributors are reluctant to carry new products due to the risks involved. Many will require special deals during the introductory stage. Special deals come in many forms. A few examples include free merchandise, freight allowances, advertising allowances, and even price discounts.

Free merchandise can range from free samples to one free case with the purchase of ten. Distributors or retailers may pass the savings on to the customer by charging a lower introductory unit price, or they may keep the difference in order to absorb the risk of new product failure.

Freight allowances are negotiated during the deal, and the processor can offer to absorb the cost of freight and ship F.O.B. (delivery point). Freight allowances can also include a percentage discount for a certain quantity purchased. With this arrangement, product is shipped F.O.B. (warehouse) but the buyer is allowed to deduct the predetermined percentage from the total shipping costs.

Advertising allowances are cooperative advertising agreements where the buyer and seller share the cost of advertising in a local newspaper or on a local radio station. For payment, the retailer would deduct their share of the advertising (the allowance) amount from the invoice.

Price discounts include quantity discounts or discounts for paying the invoice early. Discounts for early payment are expressed as percentage discounts, a specified payment due date in order to receive the discount price, and a payment due date without discount.

For example: 2%, 10 days, NET 30 days means that if the invoice is paid off within 10 days the buyer will receive a 2 percent discount. Otherwise, the full amount is due within 30 days.

Evaluate your decision carefully. Only offer a special deal if it is necessary to sell the product and then only if the overall benefit will outweigh the cost. Developing a long term relationship will be difficult if you first give the product away too eagerly.

Resources

Utah State Department of Agriculture

Division Of Marketing & Development

350 North Redwood Rd.

P.O. Box 146500

Salt Lake City, UT 84114-6500

Phone: (801) 538-7100

Website: www.ag.utah.gov

National Association For the Specialty Food Trade, Inc. (NASFT)

120 Wall Street, 27th Floor New York, NY 10005-4001

Phone: (212) 482-6440

Website: www.nasft.org

Food Service Sales and Marketing Association (FSMA)

9192 Red Branch Road, Ste. 200 Columbia, Maryland 21045

Phone: (410) 715-6672

Website: www.fsmaonline.com

Promotion



There are many methods of communicating the existence of your product to consumers. Promotional and marketing expenses are necessary to increase sales and should be considered an investment in your business. Broad promotional categories include:

Product literature	Point of purchase materials
Publicity	Sampling
Advertising	Trade Shows

Product Literature - There are two distinct audiences for product literature - the trade market and the consumer. Product literature developed for the *trade* is essential to your sales efforts. Sales literature is developed to educate distributors and their sales staff on the product, its benefits and uses.

Sales literature typically consists of a price list, catalog of products available and product fact sheets. Product fact sheets highlight the product's benefits and may contain testimonials, company history and notable recognitions or awards.

Literature developed for the *consumer* can be found in many forms such as post cards, brochures, and even newsletters. All of which should contain some form of food photography.

If you have a mailing list of your customers, you can send them holiday cards, cards introducing a new product in your line, or specials you are offering. A new trend is to advertise via email! Companies exist that can help you develop an email database and develop a routine contact list.

To initially develop your mailing list of buyers, we recommend you insert pre-printed cards in the food package and ask for a response. Maintaining complete records of mail order customers is essential for starting a mailing or contact list.

Food Photography

It may be a cliché, "a picture is worth a thousand words," but it's true! A well done photograph of your mouth-watering product looking steaming hot or freshly prepared is much more enticing than a paragraph attempting to describe the product's qualities.

Food photography and styling are special arts, produced well, they can greatly enhance your marketing efforts. Poorly done photographs, on the other hand, can greatly discourage purchases. Invest in professionals experienced in food photography. Food photography is very different from other forms of photography and requires special handling and preparation.

Before hiring, examine the prior work of both the stylist and the photographer. Talk to previous clients of the photographer to determine their level of satisfaction. Select individuals whose work you like and who you are comfortable with.



Point of Purchase Materials

As the name implies, point-of-purchase (P.O.P.) materials attract the consumers attention and educate them on the benefits and uses of the product at the point of purchase. Many retailers find P.O.P. materials useful in creating attractive displays and interest in their stores.

P.O.P. materials may include items such as table tents, shelf talkers, posters, neck hangers, and even tasty recipes.

Table tents are tent-shaped cards placed on tables or counters and are most often used by the restaurant and food service industry. Table tents can be utilized to convey information regarding menu items or daily specials.

Shelf talkers are small signs that hang underneath the product on the retail shelf. They are used extensively by grocery retailers to draw attention to the product. Shelf talkers are excellent promotional tools for new products consumers are not purposely searching for.

Posters are most useful for in-store promotions or trade show exhibits. They may be hung in store windows or on walls but are used less frequently than other P.O.P. materials because of their size and cost.

Neck hangers (also called product information tags) are attached to the product and have the potential to convey a great deal of information to consumers. Neck hangers can include recipes, more detailed product descriptions and price or percentage-off coupons. These tags are especially useful since they require no additional effort on behalf of the retailer.

Recipe booklets are especially useful for specialty foods which serve as ingredients. Novelty foods that are unfamiliar to consumers will require product use education. Recipe booklets can be attached to the product or stand on their own.

Publicity



There are numerous opportunities for receiving coverage in food magazines and local media. Many food editors are searching for new foods and companies for their articles. Most national food magazines have regular product preview columns and local success stories are of great interest to the local media. In order to capitalize on these tremendous possibilities, you must inform the media of your existence. Although there may not be a monetary charge for publicity, it is not “free.” *You must put effort into it!* An effective publicity campaign involves strategic steps:

1. Identify your media possibilities. Be sure you get to know the *person* responsible for such articles. This is especially appropriate for local media.
2. Mail a press packet. *Include in the press packet:*
 - a. Personalized cover letter introducing yourself
 - b. Brochure, if you have one
 - c. Fact sheet briefly describing the product and company history
 - d. Business card
 - e. Graphics including your camera-ready logo
 - f. News release
 - g. Photos of product and entrepreneur (separate photos)
 - h. Question and answer sheets going into more detail are also helpful

Your news release should be double-spaced on nice letterhead and should be BRIEF. There is a shortage of news space available. Short releases increase your chances of coverage. If the media has more space to devote to the article, they will contact you for more information.

You must “sell” the newsworthiness of your product or your success story. Simply because the story is appealing to you does not guarantee that it will be appealing to the general public. Present your story with the media's point of view in mind using action-packed, vivid, descriptive language. Photos should generally be in black-and-white. For local media, include yourself in the photograph.

3. Follow-up with a phone call.

Make a short call to the contact person to confirm whether or not they received your information. It may not have reached them. Ask if they need more information. Do they intend to publish the piece in the near future? In all cases, be sure to thank them.

Sampling

The more senses you involve in your marketing strategy, the more effective your efforts will be. What better way to introduce people to your product than to stimulate the palate with a taste?

After an initial trial of the product, excellent ones will sell themselves. You can utilize sampling at fairs, farmers markets, holiday bazaars, shopping malls and inside stores. To get the most out of sampling, select peak shopping hours when there is a great deal of traffic.

Have experienced salespeople operate the display who can interact with customers, answer questions and point out important product features. Consider offering a special price to encourage an immediate purchase.

To locate your local trade shows, farmers markets etc...you may contact the Utah Department of Agriculture at (801) 538-7100 as well as your local chamber of commerce. Nearly every city in Utah has a chamber of commerce and they may be found in the phone book or online.

Advertising

The amount and type of advertising you select will depend upon your audience, which media they use most, and your budget. It is common for specialty food companies to devote 10 to 15% of their annual budget to advertising.

There are two primary audiences you can advertise to - *the trade and the consumers themselves*. There are numerous specialty food magazines directed at the trade. The magazines are excellent sources for reaching retailers, brokers and distributors.

Generally, it is more cost effective for specialty food producers to advertise to the trade rather than directly to consumers.

Amount Of Advertising

Whether you choose consumer or trade advertising, your choice should be evaluated as based upon reach, frequency, cost, and editorial quality.

Reach refers to the *number of target customers* that will see or hear the advertisement.

Frequency is the *number of times* the target customer sees or hears the ad. Both are important. A customer who only hears an ad once is unlikely to remember it. In general, a frequency of 3 to 7 times is most effective.

Costs of different media may be compared by calculating “Cost per Thousand,” which is expressed as CPM. Divide the *cost* of the advertisement by the *reach*:

Example: $\$40 / 5,000 = \8 per thousand

Produce *quality* advertisements. Spend the money to have your advertisements professionally produced. Poor quality, “paste-up” art work is a waste of money. Many newspapers offer design services *free of charge*. Be sure to ask about it.

Keep your message consistent with your overall marketing strategy. In designing your ad, begin by prioritizing the points you want to make. You can't tell the whole story in one ad, so keep it simple. Emphasize the benefit that is *most important to the consumer*. An extensive amount of copy and a lot of detail are not as effective as large print surrounded by space.



Your message will also dictate your media selection. If your ad requires visual display, radio will not deliver. It is, however, still possible to create a picture with radio advertising. Do not overlook it just because you have a food product. Be aware that costs vary widely between different media outlets. You will need to shop around.

Timing: To increase the effectiveness of your advertising, advertise in conjunction with other promotions such as in-store demonstrations, special tastings, etc. Coordination of advertising with promotional events will improve both.

Cooperative Advertising: You can stretch your advertising dollars by cooperating with other food processors or retailers. Look for complimentary products that are available in the same outlet to share an ad. Retailers are also looking for opportunities to reduce their advertising costs through cooperative ads with manufacturers.

Extreme caution should be used with cooperative advertising. Include in the agreement detailed specifics concerning ad copy, cost, placement, etc. Require copies of all billings if the retailer is buying the space. You do not want to be overcharged or left with an ad that only mentions your name in fine print at the bottom.

Trade Shows



Expositions provide ample opportunities for exhibitors to generate sales, check out the competition, and research the market. Lists of potential trade shows are available in most industry magazines, trade associations and government agencies such as your local chamber of commerce.

Select a show that is right for you. *Make sure the attendees represent the type of buyer you are targeting.* Consult previous show statistics such as number of attendees, who the attendees are (type of business, etc.), and their geographical spread. Contact past exhibitors to determine their success at the show. Determine the number of trade leads you need to generate to make participation cost-effective. Estimate that 20% of your contacts at a show will result in qualified trade leads. Some trade show tips include:

Focus On Motivated Buyers: There are generally three categories of attendees at trade shows:

- Those simply browsing, with no interest in your product
- Competitors and others interested in the product, but not interested in “pushing” it
- Target visitors interested in making a purchase

Qualify your buyers by asking such questions as “*Thanks for coming in, what attracted you to my booth?*” and “*We have some exciting things here. What are you looking for at the show?*”. Do NOT ask “*Can I help you?*” The answer will invariably be “*no.*” Distribute your business cards rather than expensive product brochures. *Brochures do not get read.* Send serious buyers literature after the show.

Make a Good Impression: Keep the booth area neat and uncluttered. Do not eat while in the booth. Dress professionally, smile and have a positive attitude. Hand out professionally printed business cards. Converse with visitors, not other staff. Stand in front of or to the side of your booth. Never sit in a chair while speaking with potential customers. Establish teams and take frequent breaks. Do not expect to be personally effective for more than three hours at a time.

Listen: Stop talking and listen to what the trade show visitors need. Do not assume that you know what they want. Tailor your comments around their individual needs. This is an opportunity to get honest feedback about your product.

Follow-up: Keep a log of prospects to contact after the show. Most sales are made after the show, not during. Thus, *follow-up is essential*. Send a letter to all prospects within two weeks. In addition, make a personal phone call to those prospects with the greatest potential. One follow-up effort is not sufficient. A study by Incomm Center for Trade Show Research found two thirds of the actual purchases resulting from a visit to an exhibit took place 11 to 24 months after the show. The frequency of the follow-up can dramatically effect the success exhibitors obtain from a show. It is not unreasonable to conduct six or seven mailings to prospects during the first twelve months following the show.

A great resource for helping you maintain an email data base from your trade show leads is a company called “Constant Contact.” They provide numerous advertising templates and ways to maintain contact with your customers. Their minimal fees are based on the number of email addresses they maintain and “host” for you. There are other similar companies at your disposal, all of which you may find very useful. You can find “Constant Contact” on the internet at: www.constantcontact.com



Publications Of Interest:

Fancy Foods

20 W. Kinzie Street Ste. 1200 Chicago, IL 60610

Phone: (312) 849-2220

Website: www.fancyfoodmagazine.com

Gift Basket Review

Website: www.festivities-pub.com

The Gourmet Retailer Magazine

3301 Ponce De Leon Blvd, Suite 300 Coral Gables, FL 33134

Phone: (305) 446-3388

Website: www.thegourmetretailer.com

Specialty Food Magazine NASFT

120 Wall Street, 27th floor New York, NY 10005-4001

Phone: (212) 482-6440

Website: www.specialtyfood.com

Gourmet News

P.O. Box 1056 Yarmouth, ME 04096

Phone: (207) 846-0600

Website: www.gourmetnews.com

NW Palate Magazine

P.O. Box 10860 Portland, OR 97296-0860

Phone: (503) 224-6039

Website: www.nwpalate.com

Business Development

The Small Business Administration (SBA) is an independent federal agency that provides counseling, training and financing to small businesses. A variety of free seminars and courses are offered by the SBA throughout the year, including financial analysis, record keeping, marketing and business planning. SBA also offers consulting through the SCORE (Service Corps of Retired Executives) program.



Financing

In addition, the SBA offers financing to eligible small businesses. The loans are handled by commercial lending institutions and guaranteed by the Small Business Administration.

In addition to private sources of capital and loans through commercial lending institutions, funds are available for business development from several government sponsored programs in Utah. Contact your area Utah Small Business Development Center and nearest SBA office.

Small Business Administration

125 South State Street Rm. 2227

Salt Lake City, Utah 84138

Phone: 801/524-3209

Website: www.sba.gov

The Utah Microenterprise Loan Fund was created to “provide financing and management support to entrepreneurs in start-up and existing firms that do not have access to traditional funding sources; especially those who are socially and economically disadvantaged.”

Utah Microenterprise Loan Fund

154 Ford Avenue #A
Salt Lake City, Utah 84115
Phone: 801/746-1180
Website: www.umlhf.com

“The Utah Certified Development Company is a certified development company authorized by the SBA to serve the Utah small business community. Working as a partner with the SBA and a private sector lender, we assist small businesses in financing up to 90% of the purchase of long term fixed assets.”

Utah Certified Development Company (CDC)

Salt Lake City Office

136 East South Temple Suite #1770
Salt Lake City, Utah 84111
Phone: 801-746-6211
Website: www.utahcdc.com

Ogden Office

5333 South Adams Avenue Suite #B
Ogden Utah 84405
Phone: 801-627-1333
Website: www.utahcdc.com

Business Training

Beginning your own specialty foods business can seem to be a daunting task, but there is plenty of help available to you as you begin the process. Business training and counseling services are available from Utah's Small Business Development Centers. Often, the consultations are free of charge and training is a nominal fee. They have several offices across the state. Other resources include:

Small Business Administration

125 South State Street Rm. 2227

Salt Lake City, Utah 84138

Phone: 801/524-3209

Website: www.sba.gov

SCORE

310 S. Main St. North Mezzanine

Salt Lake City, UT 84101

Phone: (801) 746-2269

Website: www.score.org

Women's Business Institute

4600 So. Redwood Rd.

Salt Lake City, UT 84123

Email: womensbusiness@slcc.edu

Phone: (801) 957-5241

Women's Business Center

175 E. University (400 South) Suite 600

Salt Lake City, UT 84111

Website: www.saltlakechamber.org

Email: lmahate@saltlakechamber.org

Phone: (801) 328-5066



State Of Utah Small Business Development Centers

Business training and counseling services are also available from Utah's Small Business Development Centers:

Blanding SBDC

College of Eastern Utah - San Juan Campus

Serving Counties: San Juan, Grand

639 West 100 South

Blanding, Utah 84511

Phone: 435/ 678-2201 x 177

Website: www.sjc.ceu.edu

Cedar City SBDC

Southern Utah University

Serving Counties: Iron, Beaver, Piute, Wayne, Garfield

351 West Center Street

Cedar City, Utah 84720

Phone: 435/ 586-5497

Website: www.suu.edu/business/sbdc/

Ephraim SBDC

Snow College

Serving Counties: Millard, Juab, Sanpete, Sevier, Piute, Wayne

345 West 100 North

Ephraim, Utah 84627

Phone: 435/ 283-7372 - Ephraim

Phone: 435/ 896-9778 - Richfield

Website: www.snow.edu/~sbdc/

Kaysville SBDC

Davis Applied Technology Center

Serving Counties: Davis

450 South Simmons Way, Suite 202

Kaysville, UT 84037

Phone: 801/ 593-2202

Website: N/A

Logan SBDC

Utah State University, East Campus Building

Serving Counties: Cache, Rich

1330 East 700 North (UMC 8330)

Logan, Utah 84322-8330

Phone: 435/ 797-2277

Website: www.usu.edu/sbdc

Ogden SBDC

Weber State University
Serving Counties: Weber, Davis, Morgan, Box Elder
Room 218 Wattis Business Building
Weber State University
3850 Harrison Boulevard
Ogden, Utah 84408
Phone: 801/ 626-7051 (Call for mailing address)
Website: <http://community.weber.edu/sbdc/>

Ogden/Weber Applied Technology College SBDC

1843 West 4000 South, Building #2
Roy, Utah 84067
Phone: 801/ 626-7232
*Please request appointments at this location if desired

Box Elder County Economic Development Center Office

Room 30
Historick County Court House
Forest and Main
Brigham City, Utah 84302
Phone: 435/ 734-3316
*Only staffed by SBDC personnel on Wednesdays

Davis Business Alliance

450 South Simmons Way
Kaysville, Utah 84037
Sponsor: Davis Applied Technology College
Phone: 801/ 593-2202

Orem/Provo SBDC

Utah Valley State College
Serving counties: Utah, Wasatch
1410 West Business Park Drive
Orem, Utah 84058
Phone: 801/ 863-8230
Website: www.uvsc.edu/sbdc/index.html

Price SBDC

Southeastern Applied Technology College
Serving counties: Carbon, Emery
375 South Carbon Avenue
Price, Utah 84501
Phone: 435/ 613-1438

Salt Lake SBDC Lead Center

Salt Lake Community College, Miller Campus

Serving counties: Salt Lake, Summit, Tooele

9750 South 300 West

Sandy, Utah 84070

Phone: 801/ 957-3493

Website: www.slcc.edu/slsbdc or www.utahsbdc.org

Women's Business Institute

Salt Lake Community College, Miller Campus

9750 South 300 West, MCPC 201

Sandy, Utah 84070

Phone: 801/ 957-5241

To contact one of our ten statewide regional centers

<http://www.utahsbdc.org/ContactManager/ContactManager.aspx>

Dixie Business Alliance SBDC

Serving counties: Washington, Kane

350 South 1000 East

St. George, Utah 84770

Phone: 435/ 652-7741

Website: www.dixiebusinessalliance.com

Vernal SBDC

Utah State University

Serving counties: Uintah, Daggett, Duchesne

1680 West Highway 40

Vernal, UT 84078

Phone: 435/ 789-6100

The Utah State Department of Agriculture Division of Marketing and Development wishes to express appreciation to the Idaho State Department of Agriculture International Trade and Domestic Market Development Division for providing text for this publication.

Utah's Own Program

The Utah State Department of Agriculture developed the Utah's Own Program in 2001 to assist local food companies in their efforts to market locally produced products. Buying local products supports local economy because spending \$1 on a local product has the effect of building the economy by \$4 as that money circulates between businesses and individuals in the community. Buying local also decreases the carbon footprint on the environment as shipping products locally requires less fuel and produces fewer emissions.



The following statements embody the purposes supported by the members of the Utah's Own Program:

You contribute to a healthier local economy - you become a part of the solution to our economic challenges.

Your money stays at home when you spend it on Utah's Own food products at the supermarket, in restaurants and institutions. This money "sticks," multiplying its value to our local economy helping to reduce taxes.

You sustain employment for your friends and neighbors.

You enhance our tax base.

You get the best possible flavor, texture and quality on fresh products produced locally.

You help maintain a safer food supply while helping to make nutritious food available to all Utahns in need.

You preserve open spaces.

You enhance water quality.

You promote cleaner air.

You preserve our Utah farm heritage, including heirloom products that have been preserved for generations.

You provide better access to healthy foods, including organic foods.

You sustain our Utah rural lifestyle while enhancing food security for your family.



UTAH'S OWN PROGRAM

Utah State Department of Agriculture
Division of Marketing and Development
350 North Redwood Rd.
P.O. Box 146500
Salt Lake City, UT 84114-6500
801-538-7100

www.utahsown.org
www.ag.utah.gov